

The Arkansas Department of Health TOBACCO PREVENTION AND CESSATION PROGRAM

The mission of the Tobacco Prevention and Cessation Program is to reduce disease, disability and death related to tobacco use in Arkansas. Its goals are to:

- **PREVENT THE INITIATION OF TOBACCO USE AMONG YOUTH**
- **PROMOTE TOBACCO CESSATION AMONG YOUTH AND ADULTS**
- **ELIMINATE EXPOSURE TO SECONDHAND SMOKE**
- **IDENTIFY AND ELIMINATE DISPARITIES RELATED TO TOBACCO USE**

Through a combination of school and community programs, paid advertising, earned media outreach, statewide partnerships, advocating for policy changes and cessation programs (quitting programs), TPCP has improved the health of hundreds of thousands of Arkansans.

TPCP has partnered with the Department of Community Correction and Department of Human Services Office of Alcohol and Drug Abuse Prevention to help counselors integrate tobacco cessation within their substance abuse work.

TPCP also operates the Stamp Out Smoking campaign, a media and public education campaign providing Arkansans with information about the dangers of tobacco. Through in-school prevention programs, such as “The Big Pitch” Drama Contest and the “Tobacco Tackle” Essay Contest, TPCP has positively affected youth smoking rates.

SMOKING AMONG ARKANSAS HIGH SCHOOL STUDENTS DECREASED FROM 35.8 PERCENT IN 2000 TO 20.4 PERCENT IN 2007, RESULTING IN 21,500 FEWER HIGH SCHOOL SMOKERS.

By working through statewide coalitions, community coalitions and other partners, TPCP has supported smoke-free legislation, which protects Arkansans from secondhand smoke in their homes, cars, hospitals and state-funded college campuses. All Arkansans benefit from the lower health care costs that result from fewer tobacco-related diseases.



TPCP funds the Arkansas Tobacco Quitline, a free program to help Arkansans quit tobacco. The Quitline, which can be reached by calling 1-800-QUIT-NOW, provides free motivational counseling with a trained Quit Coach® and nicotine-replacement therapy medications, such as patches and lozenges.

Alberta Faye Powell was a smoker for 37 years until she called the Quitline. Now she’s training to run a marathon.

“WHEN YOU TRAIN FOR A MARATHON, YOU GET A TRAINER TO HELP YOU GET THERE. THAT’S WHAT THE QUIT COACH DID FOR ME,” ALBERTA FAYE SAID.

In only one year, more than 26,000 tobacco users have called the Quitline, and thirty percent of callers remain successfully quit when measured after seven months. Since MSA funding for TPCP began, Arkansas has seen a significant decline in adult smoking.

ADULT SMOKING IN ARKANSAS DECREASED FROM 25.1 PERCENT IN 2002 TO 20.7 PERCENT IN 2008, RESULTING IN 92,400 FEWER ADULT SMOKERS.

